Brand Trend
Nielsen Integrated - Monthly
Database as of OCT 1995

Tot C-Stores

	Tot Industry Avg Weekly Volume Ind Volume	Tot Premium Avg Pk Price Prem Pk Price	Tot Discount Category Avg Pk Price Disc Pk Price
Jan-92	3426254	2.02	1.45
Feb-92	3441766	2.04	1.46
Mar-92	3561811	2.03	1.45
Apr-92	3572247	2.04	1.46
May-92	3726892	2.09	1.52
Jun-92	3719379	2.10	1.52
Jul-92	3836645	2.10	1.52
Aug-92	3819315	2.11	1.53
Sep-92	3823684	2.14	1.52
Oct-92	3836995	2.15	1.52
Nov-92	3663198	2.17	1.54
Dec-92	3498344	2.22	1.57
Jan-93	3522384.75	2.20	1.49
Feb-93	3540490.75	2.23	1.49
Mar-93	3492820.80	2.23	1.48
Apr-93	3692178.25	2.24	1.51
May-93	3794004.75	2.22	1.51
Jun-93	3852334.60	2.09	1.51
Jul-93	4081601.25	2.06	1.51
Aug-93	4046375.50	2.06	1.51
Sep-93	3945152.00	1.88	1.46
Oct-93	3879513.50	1.86	1.45
Nov-93	3750933.50	1.87	1.45
Dec-93	3623238.00	1.89	1.47
Jan-94	3735992.25	1.90	1.49
Feb-94	3827427.00	1.90	1.49
Mar-94	3944483.40	1.90	1.49
Apr-94	4098857.25	1.90	1.49
May-94	4162270.00	1.91	1.51
Jun-94	4241711.80	1.91	1.51
Jul-94	4303718.50	1.90	1.50
Aug-94	4263256.50	1.90	1.50
Sep-94	4246030.60	1.90	1.50
Oct-94	4239491.75	1.90	1.50
Nov-94	4179908.75	1.90	1.50
Dec-94	4101229.40	1.89	1.47

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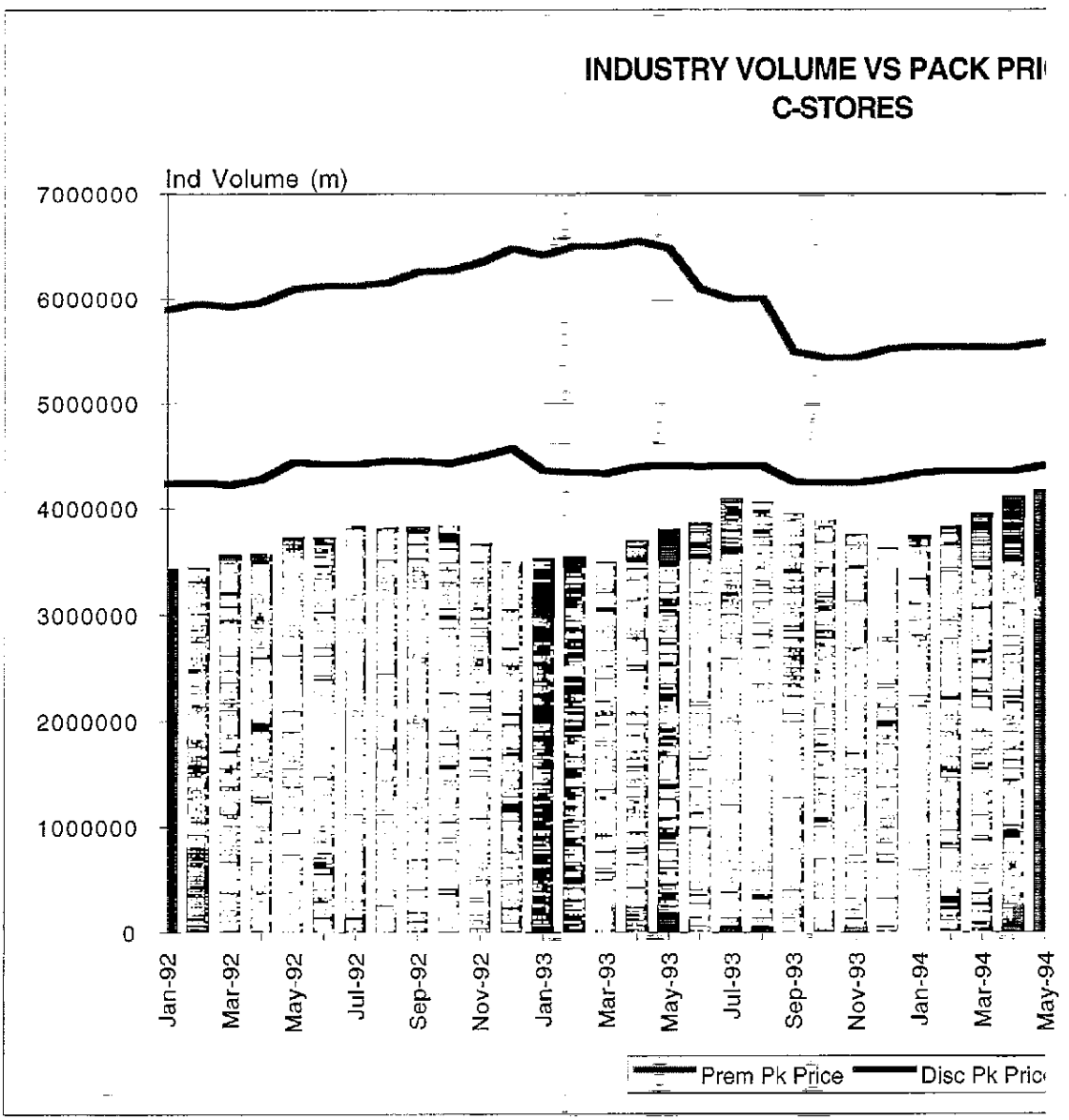
Jan-95	3972520.50	1.90	1.49
Feb-95	3929742.75	1.90	1.49
Mar-95	4068829.60	1.90	1.49
Apr-95	4206541.00	1.90	1.49
May-95	4327570.00	1.91	1.53
Jun-95	4427203.20	1.93	1.55
Jul-95	4482810.50	1.93	1.56
Aug-95	4439550.75	1.94	1.57
Sep-95	4394458.60	1.94	1.57
Oct-95	4326907.75	1.94	1.57



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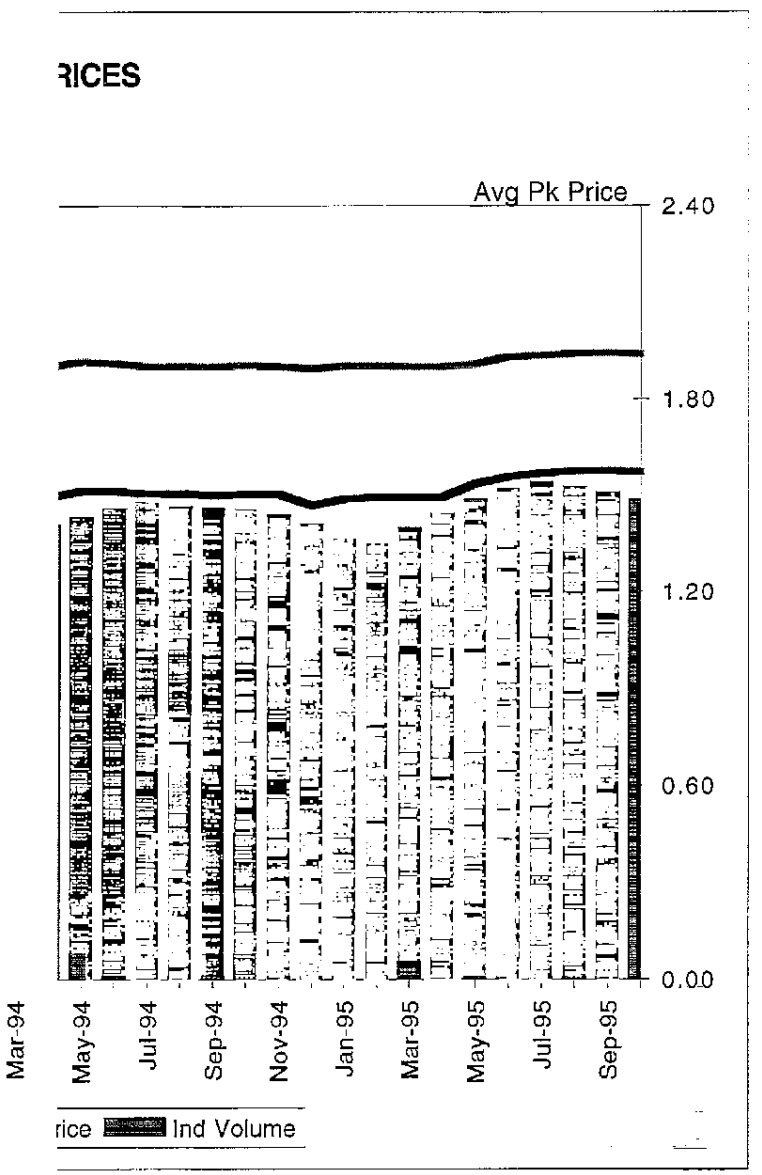

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